

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

DCS5148 Introduction to Information Systems

(For Diploma Students Only)

12 OCTOBER 2016
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT :

1. This question paper consists of 7 pages.
2. There are 2 sections in this booklet.

For **SECTION A**: Answer **ALL** questions on the OMR sheet provided.

For **SECTION B**: Answer **ALL** questions in the answer booklet provided.

Section A: Multiple Choice Questions (Total: 40 Marks)

Instruction: Please shade your answers on the OMR sheet provided.

1. The six important business objectives of information system investment include all of the following **EXCEPT**:
 - A. competitive advantage.
 - B. improved decision making.
 - C. employee morale.
 - D. survival.
2. The average number of tickets sold daily online is an example of _____.
 - A. input.
 - B. meaningful information.
 - C. raw data.
 - D. output.
3. The three activities in an information system that produce the information organizations use to control operations are _____.
 - A. information retrieval, research, and analysis.
 - B. input, output, and feedback.
 - C. input, processing, and output.
 - D. data analysis, processing, and feedback.
4. The fundamental set of assumptions, values, and ways of doing things that has been accepted by most of a company's members is called its _____.
 - A. culture.
 - B. environment.
 - C. atmosphere.
 - D. values.
5. Intranets _____.
 - A. are based on mainframe technology.
 - B. are multiple networks joined together.
 - C. are typically used to communicate with the business's trusted vendors.
 - D. use Internet technology for a private company network.
6. Inadequate database capacity is an example of the _____ dimension of business problems.
 - A. technology
 - B. organizational
 - C. people
 - D. management
7. The final step in the four-step model of business problem solving is:
 - A. outcome.
 - B. implementation.
 - C. change management.
 - D. feedback.
8. Which of the following statement is **FALSE**?
 - A. Developing a new product, hiring a new employee, and fulfilling an order are examples of business processes.
 - B. A business model describes how a company produces, delivers, and sells a product or service to create wealth.
 - C. Information systems consists of all the hardware and software that a firm needs to use in order to achieve its business objectives.
 - D. An extranet is a private intranet extended to authorized users outside the organization.

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9. To make sure they stock clothes that their customers will purchase, a department store implements a new application that analyzes spending levels at their stores and cross references this data to popular clothing styles. This is an example of using information systems to support a business strategy of _____
- A. new products, services, and business models.
 - B. survival.
 - C. customer and supplier intimacy.
 - D. improved decision making.
10. Financial managers work directly with _____ to ensure investments in information systems help achieve corporate goals.
- A. operations managers
 - B. senior managers
 - C. marketing managers
 - D. accounting managers
11. Which main business function is responsible for maintaining employee records?
- A. sales and marketing
 - B. finance and accounting
 - C. human resources
 - D. manufacturing and production
12. Which of the following statement is **TRUE**?
- A. Deciding whether to introduce a new product line is the responsibility of an operational manager.
 - B. Decision-support systems often use information from external sources.
 - C. Most MISs use sophisticated mathematical models or statistical techniques.
 - D. Management information systems primarily support nonroutine decision making.
13. These systems are designed to summarize and report on the company's basic operations.
- A. Management information systems
 - B. Decision support systems
 - C. Executive information systems
 - D. Transaction processing systems
14. Which type of system would you use to determine the five suppliers with the worst record in delivering goods on time?
- A. Management information systems
 - B. Decision support systems
 - C. Executive information systems
 - D. Transaction processing systems
15. These systems are designed to support organization-wide process coordination and integration.
- A. Decision support systems
 - B. Management information systems
 - C. Customer relationship management systems
 - D. Enterprise applications

Continued ...

16. _____ systems provide information to coordinate all of the business processes that deal with customers in sales, marketing, and service to optimize revenue, customer satisfaction, and customer retention.
- A. Management information systems
 - B. Decision support systems
 - C. Customer relationship management systems
 - D. Executive information systems
17. Which of the following types of systems could be used to enable different firms to work collaboratively on a product?
- A. Intranet
 - B. Extranet
 - C. Customer relationship management systems
 - D. Knowledge Management Systems
18. Each of the following is a quality of business organization and structure that serves to enable productive collaboration, **EXCEPT**:
- A. open culture.
 - B. strong hierarchy.
 - C. decentralized structure.
 - D. breadth of collaboration.
19. Policies that determine which information technology will be used, when, and how, are provided by:
- A. IT educational services.
 - B. IT management services.
 - C. Application software services.
 - D. IT standards services.
20. Instant messaging, videoconferencing, and shared screens are all examples of _____ collaboration tools.
- A. asynchronous
 - B. colocated
 - C. synchronous
 - D. spontaneous
21. Which of the following industries has the lowest barrier to entry?
- A. Automotive
 - B. Computer-chip
 - C. Restaurant
 - D. Airline
22. A firm can exercise greater control over its suppliers by having:
- A. more suppliers.
 - B. fewer suppliers.
 - C. global suppliers.
 - D. local suppliers.
23. Which of the following is **NOT** one of the four basic strategies a company can employ to deal with competitive forces?
- A. Strengthen customer and supplier intimacy
 - B. Focus on market niche
 - C. Differentiate products
 - D. Compete on employee loyalty
24. When a firm provides a specialized product or service for a narrow target market better than competitors, they are using a _____ strategy.
- A. product differentiation
 - B. market niche
 - C. mass customization
 - D. process efficiency

Continued ...

25. The Internet raises the bargaining power of customers by _____.
A. creating new opportunities for building loyal customer bases.
B. making more products available.
C. making information available to everyone.
D. lowering transaction costs.
26. A firm's value chain is linked to the _____.
A. value webs of its industry.
B. value chains of its suppliers, distributors, and customers.
C. value webs of its suppliers and distributors.
D. value chains of its suppliers and customers.
27. A virtual company _____.
A. uses the capabilities of other companies without being physically tied to those companies.
B. uses Internet technology to maintain a virtual storefront.
C. uses Internet technology to maintain a networked community of users.
D. provides entirely Internet-driven services, or virtual products.
28. The _____ strategy is characterized by heavy centralization of corporate activities in the home country of origin.
A. domestic exporter
B. multinational
C. franchise
D. transnational
29. Seeing quality as the responsibility of all people and functions in an organization is central to the concept of _____.
A. Six Sigma.
B. TQM.
C. quality control.
D. cycle time reduction.
30. You are the production manager for a manufacturer of bicycle parts. Which of the following tools or technologies would you use to improve production precision?
A. value chain
B. benchmarking
C. industry best practices
D. CAD software
31. The integration of video, audio, and text marketing messages into a single marketing message and consumer experience describes which dimension of e-commerce technology?
A. Ubiquity
B. Personalization
C. Richness
D. Interactivity
32. Information density refers to the _____.
A. richness-complexity and content-of a message.
B. total amount and quantity of information delivered to consumers by merchants.
C. total amount and quantity of information available to all market participants.
D. amount of information available to reduce price transparency.

Continued ...

33. Selling the same goods to different targeted groups at different prices is called _____.
- | | |
|------------------------|--------------------------|
| A. cost customization. | C. price gouging. |
| B. cost optimization. | D. price discrimination. |
34. Varying a product's price according to the supply situation of the seller is called _____ pricing.
- | | |
|-------------|---------------|
| A. menu | C. dynamic |
| B. flexible | D. asymmetric |
35. Digital goods are goods that are:
- A. produced digitally.
 - B. delivered digitally.
 - C. sold over digital networks.
 - D. used with digital equipment.
36. Which of the following Internet business models does *Lelong.com.my* use?
- | | |
|---------------------|-------------|
| A. Market creator | C. Portal |
| B. Content provider | D. E-tailer |
37. Which of the following **BEST** illustrates the sales revenue model?
- A. eBay receives a small fee from a seller if a seller is successful in selling an item.
 - B. Epinions receives a fee after steering a customer to a participating Web site where he or she makes a purchase.
 - C. Flickr provides basic services for free, but charges a premium for advanced services.
 - D. Apple accepts micropayments for single music track downloads.
38. Exposing an individual to ads that are chosen and based on the recorded and analyzed online behavior of the individual is referred to as:
- | | |
|-----------------------------|-------------------------|
| A. clickstream advertising. | C. online profiling. |
| B. behavioral targeting. | D. long tail marketing. |
39. A secure Web site that links a large firm to its suppliers and other key business partners is called a(n):
- | | |
|-----------------|--------------------------------|
| A. e-hub. | C. exchange. |
| B. marketplace. | D. private industrial network. |
40. A third-party Net marketplace that connects many buyers and suppliers for spot purchasing is called a(n):
- | | |
|---------------------|----------------------|
| A. exchange. | C. private exchange. |
| B. vertical market. | D. e-hub. |

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Section B: Structured Questions, 4 Questions (Total: 60 Marks)

Instruction: Please write all your answers in the Answer Booklet provided.

QUESTION 1

- a) List **FOUR** dimensions of good decision making. [4 marks]
- b) Senior managers, middle managers and operational managers have different types of decisions and information requirements.
 - i. What is the type of decision made by each level of management? [3 marks]
 - ii. Give **ONE** example for each type of decision made by each level of managers. [3 marks]
- c) What is Business Intelligence? [2 marks]
- d) List any **THREE** elements in business intelligence environment. [3 marks]

QUESTION 2

- a) You work for the IT department of a startup ERP, you are required to prepare a test plan for the implementation. Give any **THREE** elements that should be included in the test plan. [3 marks]
- b) Prototyping is one of the system building approaches.
 - i. What is the advantage of prototyping? [1 mark]
 - ii. Describe the steps in prototyping. [4 marks]
 - iii. Give **TWO** circumstances under which prototyping might be useful. [2 marks]
- c) List **FIVE** major factors that project management for information system must deal with. [5 marks]

QUESTION 3

- a) What are the activities that can be done by hackers in computer crime? [4 marks]
- b) Security problem on information system could be caused by the employee in the organization. Identify **THREE** security threats that originate inside an organization. [6 marks]
- c) Following are the activities performed by firms should a disaster occur. Briefly explain each of them. [5 marks]
 - i. Disaster recovery planning
 - ii. Business continuity planning

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QUESTION 4

- a) List **FIVE** moral dimensions that are involved in political, social, and ethical issues. [5 marks]
- b) Define the basic concepts of responsibility, accountability, and liability as applied to ethical decisions. [6 marks]
- c) List **FOUR** technical solutions which may prevent cookies from tracking. [4 marks]

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